



EXPANDING TRANSPORTATION OPTIONS: TRANSIT AND TDM PLAN

City Council – September 6, 2016



COREY, CANAPARY & GALANIS

Why this Presentation and Meeting?

- Project Background and Purpose
- Present existing conditions analysis
 - Your role: Discuss and share your experiences and identify other key issues and opportunities
- Present project goals and objectives
 - Your role: Discuss and provide input on the goals and objectives

BACKGROUND AND PURPOSE

What are the Transit and TDM Plans?

- **Vision**

- Sustain a high quality of life in Alameda by improving mobility for all.

- **Transit Plan**

- Outcome of the General Plan to guide transit improvements
- Analyze existing transit conditions
- Implementation focus: identify strategies, projects, and key steps to improve transit

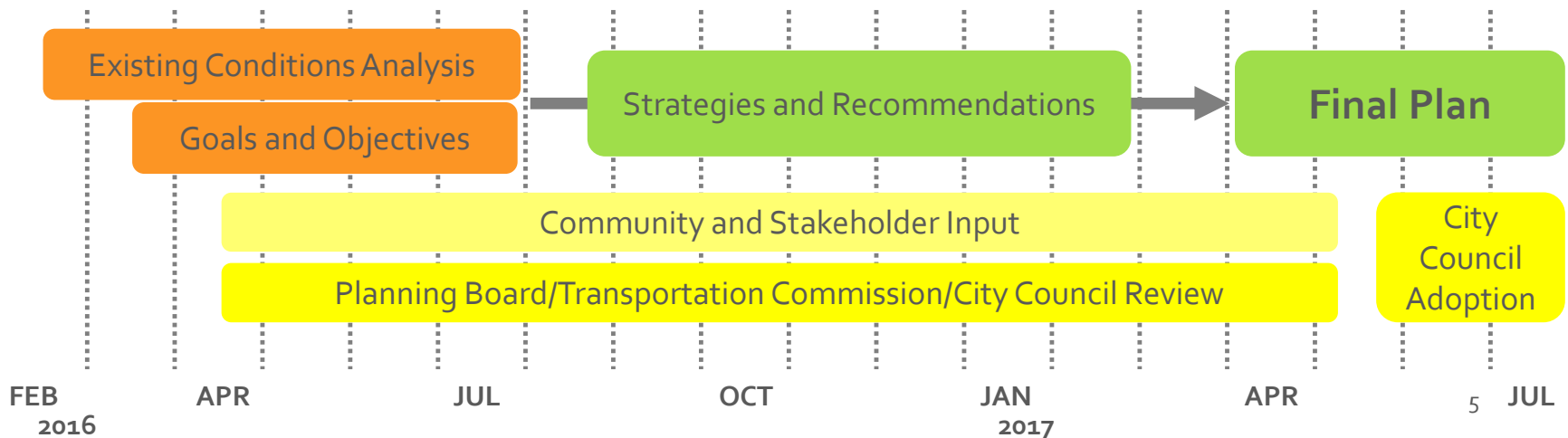
- **Transportation Demand Management (TDM) Plan**

- Assess state of TDM in City
- Identify strategies to improve and expand TDM

Project Background

- City Council direction
- Implementation-focused plan
- Carry out General Plan Transportation Element

Planning Process



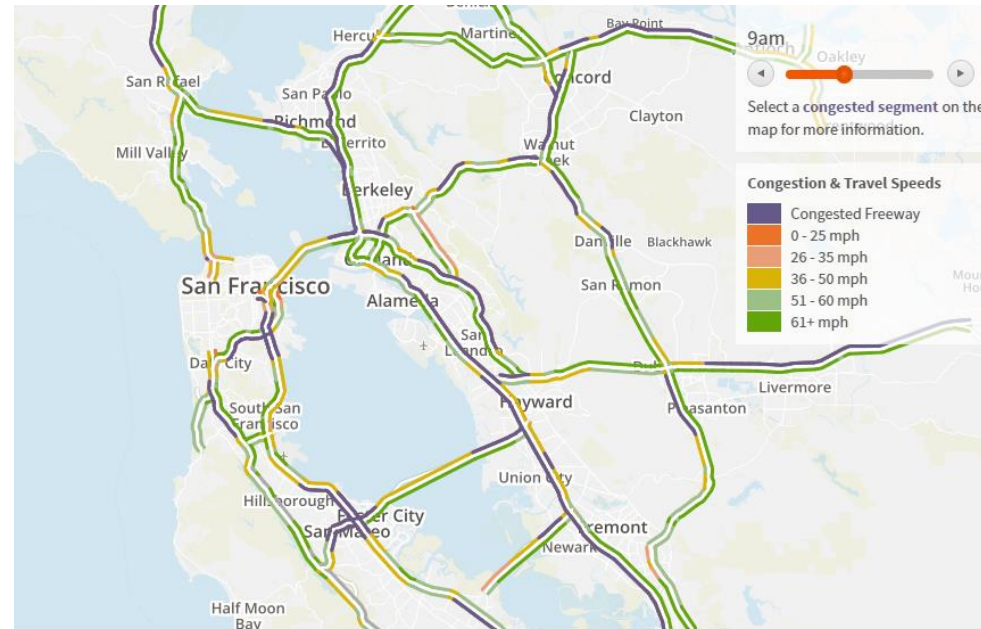
EXISTING CONDITIONS ANALYSIS

Key Concepts

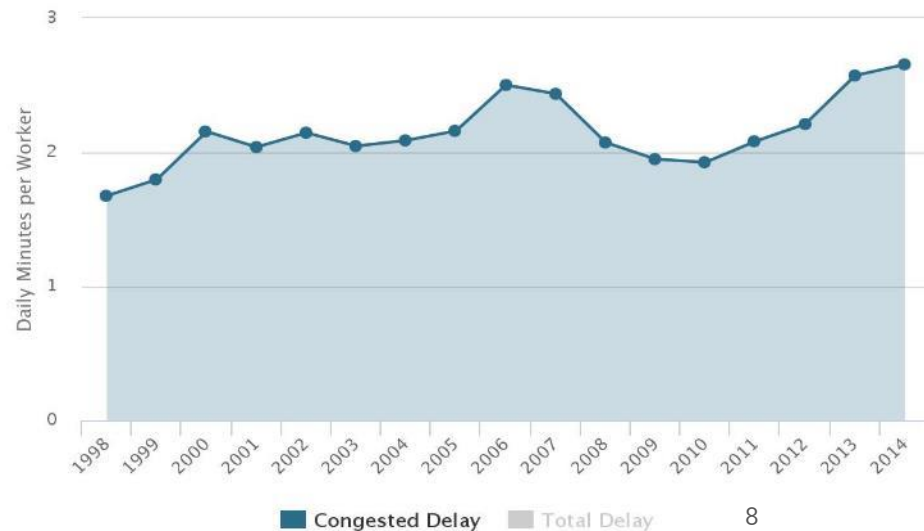
1. Congestion is increasing
2. Housing and jobs are growing
3. Regional commute patterns are changing
4. Alameda is a multimodal city
5. Alameda is well-served by transit
6. Transportation Demand Management (TDM) improves transportation options

1. Congestion Is Increasing

- **Freeway congestion** and delay has surpassed peak 2006 levels
- Delay up 40% since 2010
- Alameda: Limited access on/off the island with long queues



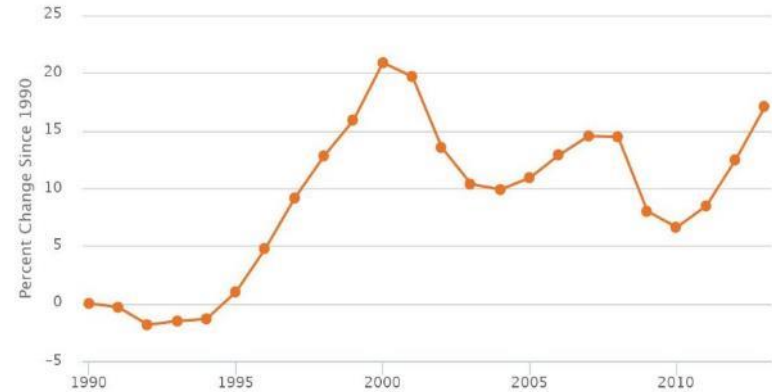
Bay Area Delay Caused by Congestion



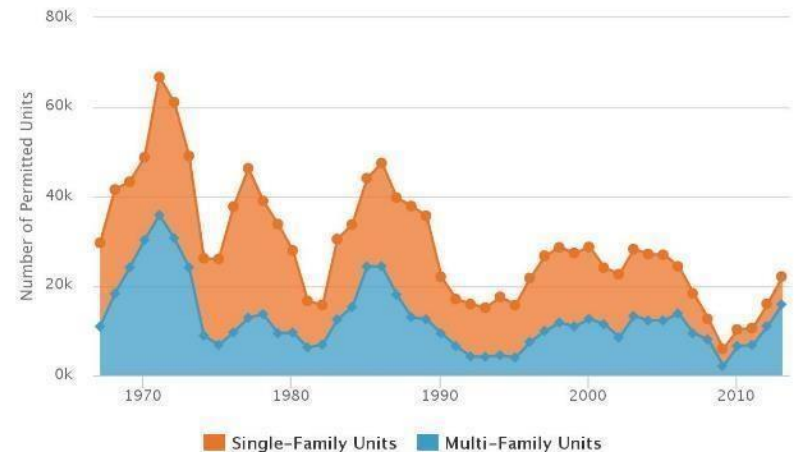
2. Housing and Jobs Are Growing

- Regional Job growth and increasing housing demand
 - **17.1% job increase** since 1990
 - Uptick in permitted units since 2010
 - Higher percentage of multifamily units
 - Housing Element Requirements
- Alameda: Slow population growth; aggressive job growth

Bay Area Jobs - Percent Change Since 1990



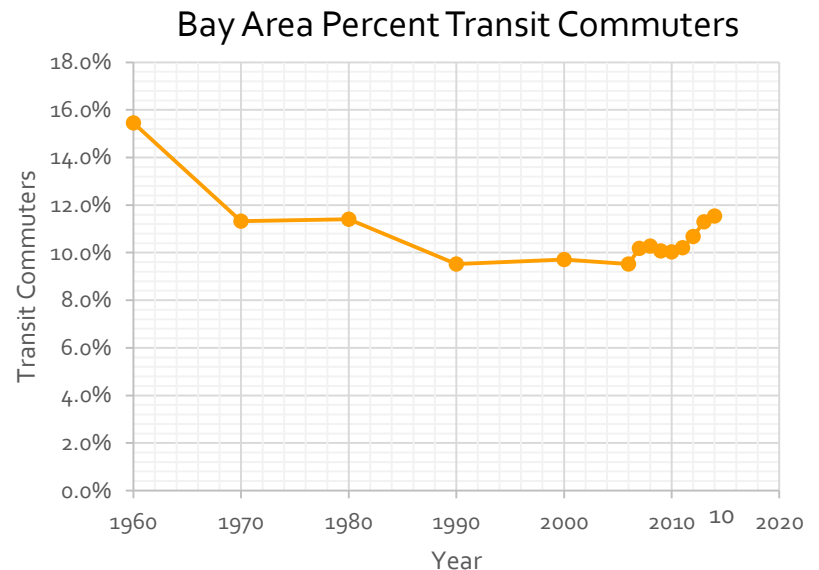
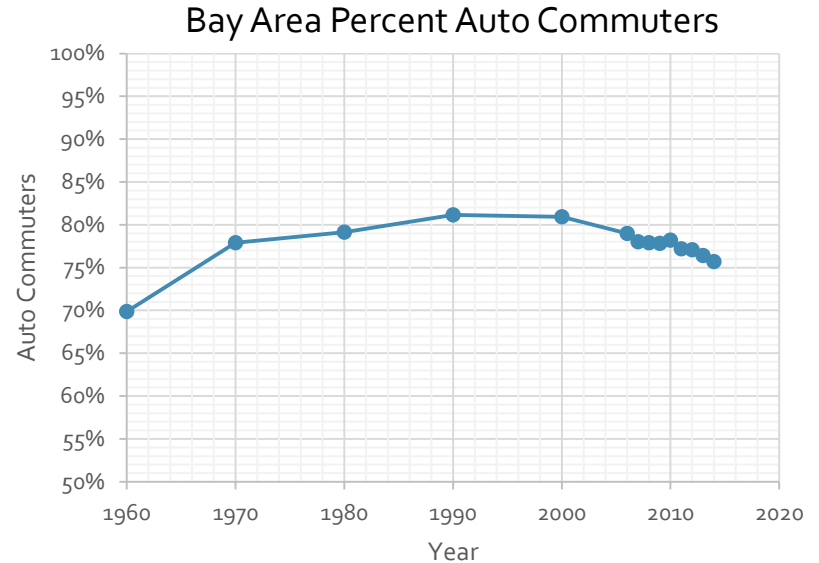
Bay Area Housing Growth



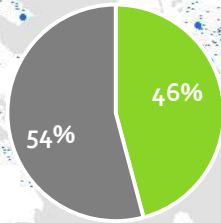
Highcharts.com

3. Regional Commute Patterns Are Changing

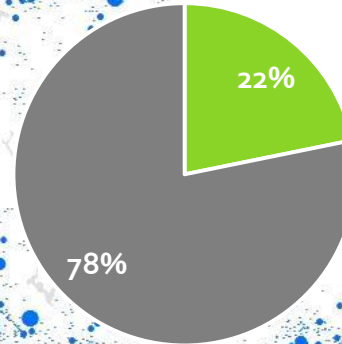
- **Auto commuters declining.** Percent of auto commuters on downward trend 76%—lowest since 1960.
- **Transit commuters increasing.** Recent modest increase in transit use over the past four years increasing from 10% to 12% of all commute trips.
- **Millennials are multimodal,** significant decrease in drivers and car-ownership.
 - 22% of young people plan on never getting a driver's license



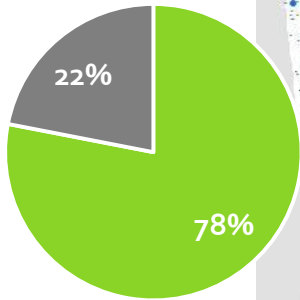
Alameda (~4,600)



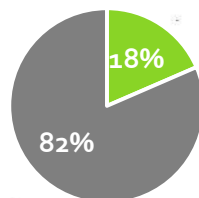
Inner East Bay* (~10,100)



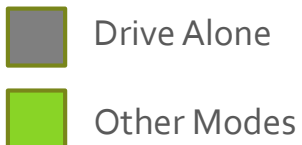
San Francisco (~7,200)



San Mateo and Santa Clara Counties (~4,300)



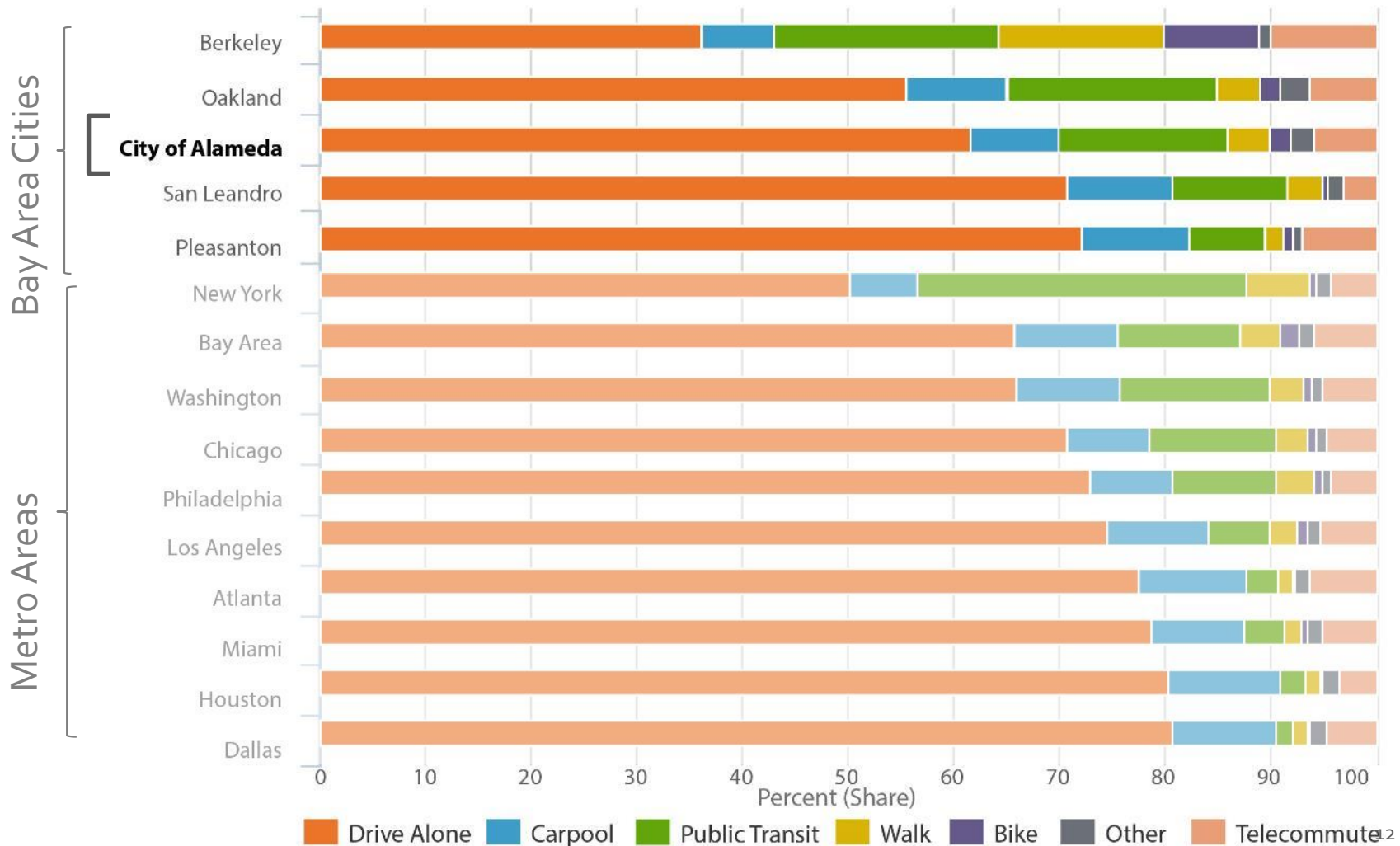
35,000 Commuters living in Alameda



**Inner East Bay Cities: Oakland, Berkeley, Emeryville, San Leandro, Hayward, Fremont*

Source: 2014 LEHD; 2010 Census
Transportation Planning Products

4. Alameda is a Multimodal City



Multimodal Facilities Face Opportunities and Challenges

Opportunities

- Well-suited geography
- General Plan has strong goals and policies
- City requiring transportation alternatives for new development projects
- Constructing or obtaining funding for multi modal improvements
- Coordinating services with transit agencies

Challenges

- Island crossing issues continue for all modes
- How to make multimodal choices more attractive than driving
- Adapt to new technologies as they arise
- Address public perceptions and awareness of transit
- Balance the needs of all users on streets

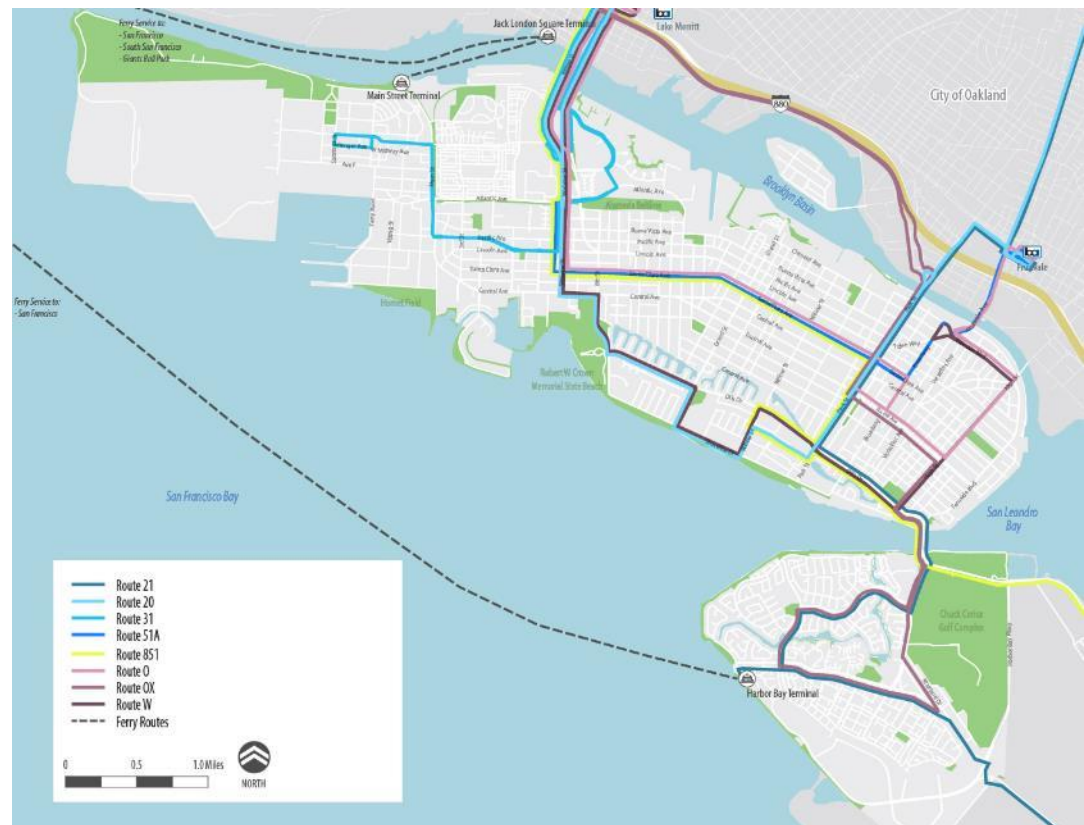
Travel Within Alameda

- Nearly 50% of Alamedans who work in Alameda walk, bike, take transit, or telecommute to work
- 2 out of 3 homes and jobs are within a ¼-mile of a local bus stop
- 37% increase in bicycle commuting (2010 to 2014)
- School pick-up and drop-off can increase traffic



5. Alameda is Well-Served by Transit

- Bus stops within a ¼ mile
 - **67%** have access to local AC Transit routes (Lines 20, 21, 31, 51A)
 - **30%** have access to Line 51A service
 - **65%** have access to AC Transbay service
- Two ferry terminals
- Three nearby BART Stations
- Shuttles
 - West End
 - Harbor Bay Business Park



6. Transportation Demand Management (TDM) Improves Transportation Options

TDM creates a more efficient transportation system:

- Frequent and reliable transit services
- Carpooling and carsharing
- Walking or bicycling/bikesharing
- Improve pedestrian and bicycling safety
- Transportation information and incentives
- Parking management – well used City asset
- Safeguards – Guaranteed Ride Home Program
- Benefits all Alameda residents and workers



What Does TDM in Alameda Look Like Today?

City requires TDM in all new developments:

- Trip reduction goals of 10% to 30%
- Key developments
 - ***Alameda Landing*** – West Alameda Transportation Management Association
 - ***Alameda Point*** – TDM Plan in process
 - ***Northern Waterfront*** (Del Monte and Marina Shores) – Coordinating on improved bus service on restored Line 19 (Buena Vista Avenue)



What Could TDM Look Like?

Create a single, consolidated TMA

- Increases efficiencies
- More user friendly
- Helps achieve TDM Goals
 - Manage TDM program
 - Engage with City, transit operators and funding
 - Facilitate shared services
 - Market services and programs
 - Coordinate annual requirements to the City



GOALS, OBJECTIVES AND EVALUATION CRITERIA

Goals and Objectives Framework

Goal 1 At Island Crossings

- No increase in drive alone trips at island crossings, especially in the peak period.

Goal 2 Alameda Trips

- Decrease drive alone trips within Alameda.

Objectives

Evaluation Criteria

Objectives

- **Access:** Improve access to transportation options including BART stations, ferry terminals and bus stops
- **Climate Change:** Provide programs and strategies that reduce greenhouse gas emissions
- **Drive Alone Trips:** Provide programs and strategies to reduce drive alone trips, including those related to transit, bicycling, walking, carsharing and ridesharing, and new transportation technologies
- **Equity:** Ensure transportation improvements are applied equitably for all users including senior, low-income, and minority populations, and are compliant with the Americans with Disabilities Act (ADA) requirements and guidelines
- **Land Use:** Integrate land use changes and transportation improvements

Objectives

- ***Parking***: Use parking management strategies to reduce incentives to driving
- ***Partnerships***: Maintain positive partnerships with transit operators, adjacent jurisdictions, the private sector and other key stakeholders to leverage monies and expertise
- ***Prioritize***: Elevate the priority of transit, bicycling, walking, carsharing and ridesharing, especially for youth and for first-mile/last-mile transportation choices
- ***Public Awareness***: Increase public, employee/employer and residential association awareness of transportation options
- ***Safety***: Emphasize safety in the planning, design and implementation of all transportation improvements
- ***Transit Frequency/Reliability***: Improve transit frequency, reliability and times, especially in the peak period

Evaluation Criteria Topics

- *Access*
- *Climate Change*
- *Cost*
- *Drive Alone Trips*
- *Equity*
- *Existing Plans*
- *Partnerships*
- *Public Awareness*
- *Public Support*
- *Safety*
- *Transit Frequency*
- *Travel Time Savings*

FEEDBACK

What We've Heard

- Enhanced Alameda Bus Service
- Transit/TDM Plan should inform the Bicycle Plan and Pedestrian Plan updates
- Bike share feasibility study vetted separately
- Improved access to/from the ferry terminals
- Identify quantitative benchmarks for goals
- Consider New Technologies
- Prioritize safety
- Consider needs of individuals with disabilities and seniors
- Include an additional estuary crossing on/off the island
- Improve transportation options for of children

DISCUSSION

Discussion Topics

- Are there areas where we need to investigate further?
- Are there topics we missed?
- What do think about the Goals and Objectives?
- Are there other areas we should be covering?

Next Steps

- Public Opinion Survey
- Next Advisory and Community Meetings: **Fall 2016**
- Project Website: <http://alamedaca.gov/citywide-transit-tdm-plans>
- Open Forum Web Survey: <https://alamedaca.gov/public-works/open-forum>
- Staff Contact:
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